

ABSTRACT OF THE DISCLOSURE

A direct printing apparatus has a small memory size since the apparatus cost must be suppressed, and
5 the degree of freedom in an execution order of correction processes is low. In order to execute image correction after noise removal in such direct printing apparatus, the memory size must be increased to hold entire image data. Hence, upon applying, to image data,
10 first correction according to the feature amounts of the entire image, and/or second correction which is different from the first correction, an effect processor (100) acquires the feature amounts of the entire image prior to execution of the first and second
15 correction processes.